

<http://www.pocket-lint.com/news/11611/jamiroquai-launches-new-20-website>

Jamiroquai goes Web 2.0

Jay Kay is loving online

by Amy-Mae Elliott published on 6 December 2007

Jamiroquai, the disco, funk and soul band has launched a new website this week with content that includes songs, video, event details, merchandise and artist resources.

The site claims to take a new approach to the music business in that it delivers not only a comprehensive destination for "all things Jamiroquai" but also allows sharing and syndication via widgets and social networks.

Fans will be able to interact with Jamiroquai, enabling them to place popular widgets and Jamiroquai content on their own social networking and/or blog pages easily.

The website employs new technologies, including calendar software Spongecell that allows updates on where the band is and what they're doing. The software catalogues the bands journey from its arrival on the scene in the early-1990s to the present day.

Jay Kay of Jamiroquai says, "The internet is shaping the future of music and I'm excited by the potential it offers artists. The new Jamiroquai.com site takes advantage of the internet's growing ability to connect and share more intimately with our fans".

